

COM 200 Chapter Thirteen Worksheet

The purpose of these worksheets is to provide brief application of the more important concepts in each chapter. You MUST read the entire chapter to be successful in the course! However, completing the chapter worksheets will prepare for you upcoming class activities and touch pad quizzes. You should have written responses to the questions offered ready to discuss with classmates and hand in if called upon.

1. For each advertising choice below decide if the **primary** appeal is ethos, pathos, or logos.

- A. _____ Dad and son fishing on a dock drinking beer while talking about life.
- B. _____ “Four out of five people surveyed prefer the taste of Pepsi.”
- C. _____ “I’m a Dentists and I use Crest with my family.”
- D. _____ “The most torque of any pickup truck in its class!”

2. Let’s say you’re into political rhetoric and want to do a dramatic analysis of the Bill Clinton sex scandal. You review transcripts and public statements of those calling for his impeachment. A particular senator keeps focusing on “Bill Clinton had inappropriate sexual relations with an intern **in the oval office!**” Of the five elements of the dramatic pentad, which ratio (which two of the five) best explains **his** rhetorical appeal?

- A. Act-Agency
- B. Act-Purpose
- C. Act-Scene
- D. Agency-Purpose
- E. Agency-Scene

3. Think of a story you’ve heard at work or at family gatherings. Briefly analyze the story using the table below. The value or principle may be very intentional or not intentional at all.

Units of Analysis	Example	Your Story
Characters	Older brother & others	
Basic conflict and resolution (plot)	He is often seen doing chores in background of family photos and videos	
Value or principle promoted in the story	He’s the hard working geek in the family who has trouble having fun.	

You are on your way to doing a narrative analysis!

4. Metaphors are often powerful frames for understanding. In my dissertation I analyzed the metaphors used in the live coverage of the NBA draft. Below are some examples. Match the metaphor below with the frame it puts around the athlete it refers to by putting the number in the box before the appropriate letter.

#	Metaphor	Frame
	A. he's real workhorse	1. blue collar laborer
	B. he's a superstar in the making	2. machine
	C. he's got another gear others don't have	3. domestic animal
	D. he's total lunch pail, gets it done	4. entertainment

5. Semiotic analysis is often about clarifying the codes that connect signs and meaning. At an objective level or to an outsider, such connections can seem arbitrary, but revealing patterns can help us analyze authors, artifacts, and even cultures. Try this:

- A. Write down two typical connotations when we see a pool table owned by an individual in a movie. What inferences are we typically encouraged to draw about the owner or the players/people in the scene?

- B. Write down two typical connotations when we are taken inside a pool hall in a movie. What inferences are typically encouraged to draw about the owner or players/people in the scene?

- C. What are some key differences in the way we are trained to interpret a privately owned pool table/pool room and a public pool hall?

5. According to our text, you could use various methods of textual analysis when carrying out a critical analysis. T or F?

6. We are getting down to final weeks of the semester! What questions do you need answered to feel confident in your ability to understand and complete RP 2 at a high level? What questions do you have in order to feel confident about your ability to do well on the final?